

THE WRONG IDEA: MAURIZIO CATTELAN IN THE ECONOMY OF ATTENTION BY BILL WHEELOCK



Bill Wheelock

The Wrong Idea

Maurizio Cattelan in the Economy of Attention



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About the Author

Bill Wheelock has a Masters degree in Theory and Criticism from Art Center College of Design. He holds a BFA in Sculpture from the Rhode Island School of Design, and has worked as an artist and writer since 1990. He currently lives in Los Angeles and works at the J. Paul Getty Museum.

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Maurizio Cattelan has established himself as an international art star in a rapidly changing art world playing by the rules of a new paradigm: an attention-driven economy, where value is increasingly counted more in terms of popularity rather than critical approval. Partnering with curator/writers Massimiliano Gioni and Ali Subotnick to establish The Wrong Gallery; the world's smallest Art Gallery, Cattelan is able to leverage several different angles in the creation of aesthetic value. His output includes not only sculpture, but also periodical publication, art-fair curation, and a diabolical persona comparable to that of Marcel Duchamp and Andy Warhol. Beginning with the 2004 Whitney Biennial in which Cattelan claimed to have buried a sculpture under the floor, and moving through his body of works, rumors and pranks, Cattelan applies conceptual strategies to profit from - and be critical of - today's art market. This book will interest anyone invested in the new paradigm shift in the art market at the turn of the new millennium, the artworks themselves, or the criticism being produced for it.

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a compelling case against cynical art

By is me

This is a well written book that takes on some of the prescient problems of the art world today. Thankfully Mr. Wheelock steers clear of the kind of jargon that October peddles and makes one want to reach for a gun. I actually like some of Cattelan's work, but that doesn't keep me from agreeing with the premise of the book. A must for anyone who is interesting in contemporary art, or who wonders why so much of it is thin and tiring.

1 of 1 people found the following review helpful.

providing a measure of calm to the investigation of the global art marketplace

By lpk

There inheres in this well researched and well considered book enough information, insight and good will to enable anyone curious about the global art marketplace to read on with a measure of calm. Wheelock follows

an historic thread that runs through Duchamp, Warhol and Klein with an eye toward these artists' concepts of what constitutes an artwork. He uses Cattelan's career as a teaching tool, explicating the current issues of the art market in concrete terms.

A very savvy guidebook for a tricky terrain.

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